

Message Text

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PAGE 01 BANGKO 17834 111350Z

ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-08 /018 W
-----093845 120016Z /64

R 111026Z AUG 77

FM AVUMBASSY BANGKOK

TO SECSTATE WASHDC 5106

INFO AMEMBASSY JAKARTA

AMEMBASSY KUALA LUMPUR

AMEMBASSY SINGAPORE

UNCLAS BANGKOK 17834

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJ: FY 79 PROMOTION EVENT SCHEDULE

REF: STATE 186516

1. EMBASSY IS VERY PLEASED TO NOTE THAT THE AGRI-BUSINESS EXHIBITION HAS BEEN OFFICIALLY SCHEDULED FOR FEBRUARY, 1979.

2. WE ARE CURIOUS AS TO SCHEDULING OF A CONSTRUCTION AND BUILDING EQUIPMENT TRADE MISSION TO SINGAPORE, MANILA, AND HONG KONG IN OCTOBER, 1978. THIS IS ONLY THREE MONTHS AFTER A SIMILAR TM IS SCHEDULED TO VISIT BANGKOK AND KUALA LUMPUR. PERHAPS THESE TWO EVENTS SHOULD BE COMBINED INTO A SINGLE TM. FROM THE WORK DONE SO FAR ON OUR MARKET BRIEF ON THIS SUBJECT, IT APPEARS THAT THE THAI MARKET MAY BE SOMEWHAT THIS FOR U.S. PRODUCTS OF THIS GROUP. HOWEVER, WE WILL WAIT UNTIL COMPLETION OF OUR REPORT BEFORE MAKING DEFINITE RECOMMENDATIONS.

3. NOT HAVING CONSIDERED THE THEME, EMBASSY UNSURE OF THE VIABILITY OF THE GEOPHYSICAL AND MINERAL PROSPECTING EQUIPMENT TRADE MISSION. PRELIMINARY GEOPHYSICAL AND MINERAL PROSPECTING IS CONDUCTED BY RTG'S DEPARTMENT OF MINERAL RESOURCES(DMR) PRIOR TO GRANTING CONCESSIONS TO PRIVATE
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FIRMS OFFICIALS OF DMR ARE ENTHUSIASTIC ABOUT A SEMINAR ON MINING TECHNOLOGY AND PLEDGED SUPPORT AND COOPERATION ON THE MISSION'S VISIT. EMBASSY WILL ATTEMPT TO EVALUATE THE VIABILITY AND POTENTIAL OF THIS MISSION AND REPORT PROMPTLY.

4. WE BELIEVE AN ELECTRIC POWER EQUIPMENT TRADE MISSION/

SEMINAR IS A VERY APPROPRIATE THEME AND WILL PREAPRE A MARKET BRIEF TO IDENTIFY THE PRODUCTS HAVING THE BEST POTENTIAL. HOWEVER, WE DO FEEL IT IS SCHEDULED A BIT CLOSE TO OUR AGRI-BUSINESS EXHIBITION IN FEBRUARY. PERHAPS SCHEDULING THIS EVENT IN JUNE, 1979 MAY PROVIDE THE REQUIRED TIME FOR PLANNING.

5. TIMBER PROCESSING EQUIPMENT SEMINAR MISSION HAS GOOD PROSPECTS AND AUGUST, 1979 WOULD BE APPROPRIATE.

6. THE MEDICAL, SURGICAL AND HOSPITAL EQUIPMENT, SUPPLIES AND APPRATUS CATALOG SHOW SCHEDULED FOR OCTOBER, 1978 IS DESIRABLE PROVIDING IT COINCIDES WITH THE CONFERENCE SPONSORED BY THE THAI HOSPITAL DIRECTORS CONFERENCE.

7. IT IS ALSO NOTED THAT IMC SINGAPORE TWO OFFSITE EXHIBITIONS ARE SCHEDULED ONLY TWO ONTHS APART. WE HOPE THIS WILL NOT DETRACT FOR THE EFFECTIVENESS OF EITHER PROMOTION. O'DONOHUE

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